



**MEMORANDUM**

**TO:** Toby Futrell, City Manager

**FROM:** Greg Canally, Budget Officer *gdc*

**DATE:** March 2, 2006

**SUBJECT:** Digital Media Study

Item # 36 on the March 2, 2006 Council Agenda is to approve a resolution regarding conducting a study of the economic impact of the Digital Media/Entertainment industry in the Austin region. The anticipated cost associated with the digital media study, to be conducted by an outside consultant, is not to exceed \$25,000. Funding is available in the FY 2005-06 Operating Budget of Economic Growth and Redevelopment Services Office. A budget amendment is not required for this item.